

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Town Hall  
Conference Room B  
April 20, 2015**

**4:15 PM**

**MINUTES**

Present: George Jones (Chair), Dennis Heffley, June Krisch, Shamim Patwa

Staff: Cynthia van Zelm

**1. Call to Order**

George Jones called the meeting to order at 4:27 pm.

**2. Approval of Minutes from March 16, 2015**

June Krisch made a motion to approve the March 16, 2015 minutes. Shamim Patwa seconded the motion. Dennis Heffley abstained. The motion was approved.

**3. Update on Storrs Center**

Cynthia van Zelm said the Partnership held a public hearing on master developer LeylandAlliance's zoning permit application for the for-sale homes will be April 14 at 7 pm in the Town Council Chambers. The application is now being reviewed by the Town of Mansfield's Director of Planning and Development.

Ms. van Zelm reiterated that Hair Cuttery and Wingstop are moving into the 5,000 square foot building, and should open in the summer. A third lease for that building has still not been announced.

Ms. van Zelm said the Oaks are 92 percent leased in all nine buildings.

She said the sculpture and trellises on the Town Square have been installed. The light pylons, stage roof, and donor wall are left to be installed. They will be up in time for the Town Square ribbon cutting on May 29.

**4. Update and Follow-up on Membership Renewals**

Ms. van Zelm said that 197 membership renewals had come in for a total of \$12,920 toward the \$15,000 budget.

The Committee reviewed a list of members who had not renewed yet and divided the list for follow-up calls. Ms. van Zelm asked Committee members to make calls by the time of the next meeting which is May 18.

**5. Follow-up on new members including Storrs Center businesses**

Ms. van Zelm said she still needs to send out letters to new Storrs Center businesses, businesses in the Storrs Commons and University Plaza complexes, and other Mansfield businesses as identified by the Committee last month.

Ms. Patwa suggested sending out information about membership in the welcome packets for Oaks residents. Ms. van Zelm will brainstorm with Riley Hasson, UConn student rep on Partnership Board of Directors, re: ideas of what could go in a welcome packet. Mr. Heffley suggested preparing a one-pager on events for residents of the Oaks. Ms. van Zelm said she was preparing a welcome packet and will include events in the packet. She will work with the Partnership's Advertising and Promotion Committee.

## **6. Adjourn**

Ms. Patwa made a motion to adjourn. Mr. Heffley seconded the motion. The meeting adjourned at 5:20 pm.

*Minutes taken by Cynthia van Zelm.*